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Planet Aid Teams Up with Sustain U for the One Shirt Challenge

Baltimore, MD (March 5, 2013) – In honor of Earth Week 2013, April 15-20, Planet Aid is teaming up with [SUSTAINU Clothing](#) for the [oneShirt Challenge](#). Colleges and universities across the country will vie for the title of BIG SHIRT ON CAMPUS and a year's worth of boasting when the winning school collects the most textiles (clothing and shoes) during the one week challenge. Planet Aid is the official textile recycler for the oneShirt Challenge and will provide pick up bins and donate to a non-profit organization of the school's choice, based on how much is collected. Last year, the oneShirt Challenge gathered more than 60,000 pounds of clothing.

Ester Neltrup, Planet Aid's President said, "We are very excited to be the official textile recycling partner with SUSTAINU on this great challenge. This is a great way to encourage recycling among college students. We look forward to seeing which campus wins."

SUSTAINU is a clothing company focused on changing the way clothes are made to improve the environment, reinvigorate America's manufacturing sector, and educate the world about how clothing can positively impact people's lives. SUSTAINU produces high quality apparel using fabrics made from 100% recycled materials that are manufactured in the United States to provide extraordinary comfort and wear. By creating 100% recycled apparel that's made in the USA, SUSTAINU wants people to change the way they think about their clothing, and how they live their lives.

Headquartered in Elkridge, MD, Planet Aid is a nonprofit organization whose mission is to inform, mobilize and inspire individuals and communities to work together to bring about worldwide environmental and social progress. Specializing in collecting and recycling used clothing and shoes, Planet Aid's recycling program has saved more than 800 million pounds of clothing from wasteful disposal, thus preventing more than 1.5 million tons of greenhouse gases from entering the atmosphere.

Incorporated under the laws of Massachusetts and recognized as a tax-exempt charity under IRS code 501(c)(3), Planet Aid is registered with the U.S. Agency for International Development as a private voluntary organization (PVO), and is a member of the Humana People to People Federation, Interaction, and Aid for Africa. It has also earned the Guidestar Exchange Seal for its commitment to transparency. For more information on Planet Aid, visit Planetaid.org.

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